



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/08 thru 02/14.

(prices in dollars per carton)

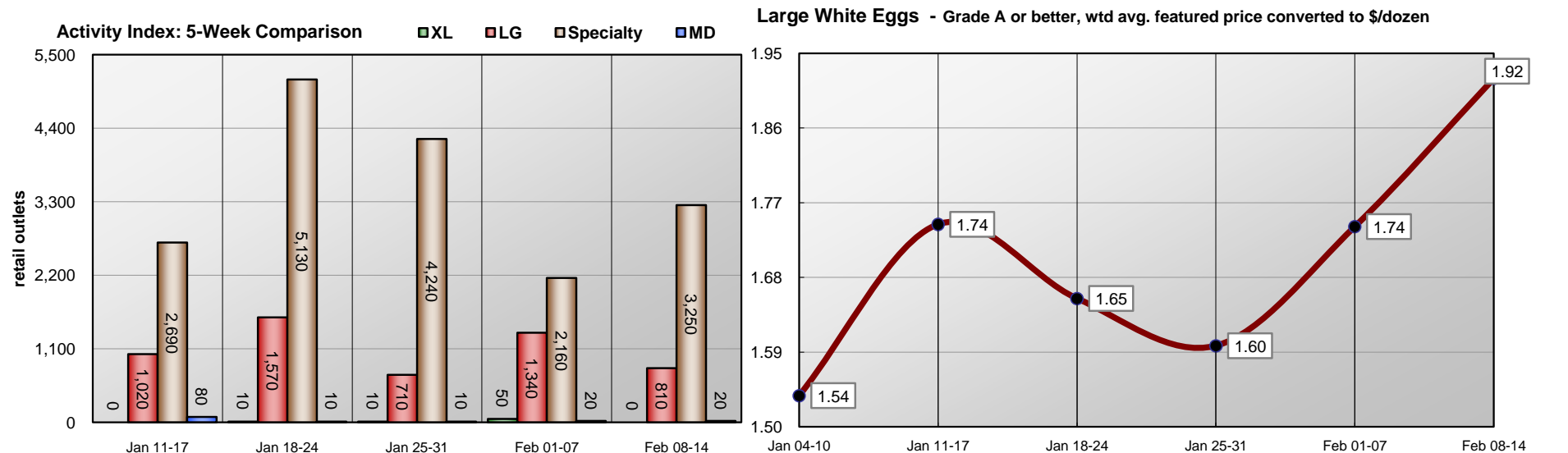
Fri. Feb 08, 2008

SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		28.8% of 18,000 stores				24.6% of 18,000 stores				21.8% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack			320	1.95	30	1.99	10	1.99			290	1.01
	White 18 pack			210	3.36	20	3.69	620	2.83			150	1.66
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			140	1.62			380	1.57			410	1.06
SPECIALTY	White 18 pack			140	2.50			330	2.48			20	2.09
	Brown 12 pack											20	1.49
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			1,130	3.19			970	3.40	110	3.59	570	3.57
	OMEGA-3												
CAGE-FREE	White 12 pack	250	2.19	1,230	2.40	490	2.62	560	2.54	20	2.43	1,210	2.32
	Brown 12 pack							10	1.99			110	1.99
	White 12 pack											150	2.39
	Brown 12 pack			640	2.50			130	3.13			580	2.47

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	810	1,390	890	Large Eggs on
Specialty	3,250	2,160	2,750	Feb-04-2008
Total (includes MD)	4,080	3,570	3,640	426.6
Special Rate 4/:	9.3%	11.3%	11.3%	up 7%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING										
Feature activity on regular shell eggs is down sharply compared to last week, but only slightly less than a year ago. The average price of Large white eggs, Grade A or better, increased sharply on limited promotions. Specialty shell egg promotions are higher than both last week and last year. Omega-3 white eggs are predominantly featured, followed closely by USDA Certified Organic brown eggs. In the egg products sector, liquid eggs show up more than the previous week and year. The Northeast region is most active with over 40% of sample outlets promoting liquid egg.										



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		18.0% of 3,900 sampled outlets						24.8% of 4,900 sampled outlets						22.7% of 3,000 sampled outlets					
2/ Activity Index		Activity Index = 800 (includes Medium)						Activity Index = 1,180 (includes Medium)						Activity Index = 900 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack																		
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.67 - 1.69	70	1.67				2.50	130	2.50				0.99 - 1.59	30	1.48
	White 18 pack																2.50	10	2.50
	Brown 12 pack																		
	MEDIUM	White 12 pack			1.50	20	1.50	White 12 pack						White 12 pack			White 12 pack		
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.99	60	2.99				3.19	930	3.19						
	OMEGA-3																		
	White 12 pack	1.99 - 2.50	130	2.45	1.67 - 2.99	360	2.69				1.50 - 2.19	120	1.67	1.79 - 2.00	120	1.90	1.67 - 2.50	530	2.21
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.99	160	2.99										2.50	210	2.50
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		35.6% of 3,000 sampled outlets						49.5% of 2,300 sampled outlets						42.4% of 900 sampled outlets					
2/ Activity Index		Activity Index = 700 (includes Medium)						Activity Index = 410 (includes Medium)						Activity Index = 90 (includes Medium)					
USDA GRADE AA	White 12 pack				1.50 - 2.04	180	1.68				2.29	140	2.29						
	White 18 pack										3.29 - 3.50	210	3.36						
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.56 - 1.67	40	1.63												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			White 12 pack		
		White 30 pack						White 30 pack						White 30 pack			White 30 pack		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.29	80	3.29				2.99 - 3.29	50	3.24				3.29	10	3.29
	OMEGA-3																		
	White 12 pack				2.69 - 2.89	140	2.77										2.89	80	2.89
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.00 - 2.50	260	2.23				2.00	10	2.00						

Note: See page 1 for explanatory notes.



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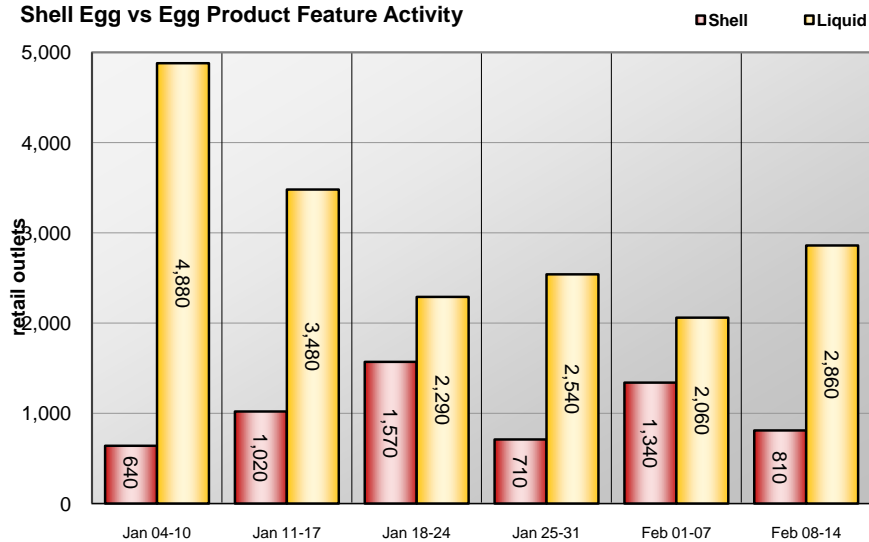
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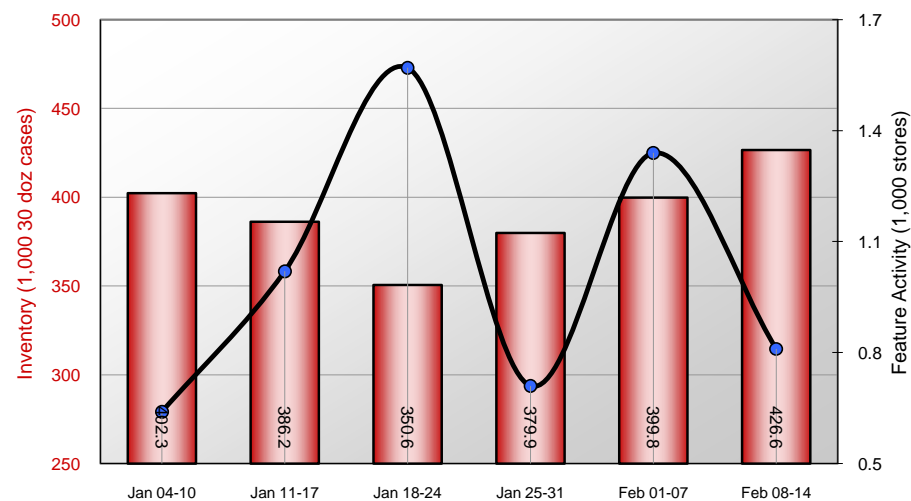
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	14.3%	9.3%	11.1%	40.7% of 3,900 sampled	7.3% of 4,900 sampled	8.8% of 3,000 sampled	12.4% of 3,000 sampled	0.7% of 2,300 sampled	0.0% of 900 sampled
2/ Activity Index	2,860	2,060	2,260	Activity Index = 1,640	Activity Index = 550	Activity Index = 280	Activity Index = 380	Activity Index = 0	Activity Index = 10
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. crtn	1,990 2.65	1,180 2.47	2,260 2.40	1.67 - 3.29 1,280 2.79	1.99 - 2.99 360 2.32	2.00 - 2.69 270 2.50	1.89 - 2.69 70 2.57		1.89 10 1.89
32 oz. crtn	490 4.57	370 4.77		3.50 210 3.50			5.37 280 5.37		
3 - 4 oz. cup	370 2.40	370 2.27		1.99 - 3.00 150 2.88	2.00 190 2.00		2.49 30 2.49		
2 - 8 oz. cup	10 2.00	140 2.99				2.00 10 2.00			

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.